



Service Priorities and Programmes
Electronic Presentations

Convention ID: 765

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(duplicate with internet) A Step Forward to Improve the Link between Patients and Hospital

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Keywords:

Proactive approach

link

patients and hospital

Introduction

Patients' feedbacks are essential in improving the quality of health care services. Patient satisfaction survey (PSS) is commonly used to collect patients' feedbacks. Thus, the HA wide PSS was conducted in 2010. In addition to the corporate PSS, GH has piloted a proactive approach in 2012 to improve the link between patients and hospital, to encourage patients' to voice out their comments on hospital services and buildup of hospital relations with patients.

Objectives

-To establish a proactive role of PRO by introducing PRO service. -To project a positive hospital image towards patients' comments. -To create a platform of communication between patients and hospitals. -To identify areas for improvements. -To cultivate a positive culture on patient relations among staff.

Methodology

PRO Visit (2Q – 4Q 2012) PRO day visit to patients / relatives of clinical areas to:
-Introduce the PRO service & channels of giving feedback. -Encourage patients / relatives to express their concerns / suggestions on hospital services. -A leaflet about PRO service was given during the visit. Tea Gathering (November 2012) In-patients and out-patients / relatives were invited to join the gathering to express their views and comments on hospital services with Senior Hospital Executives.

Result

-A total of 101 patients / family members were visited. 94% (95 cases) never voice out their comments on hospital services before, but are willing to share their opinions with the PRO during the visit. Among the concerns received; majority are related to hospital environment & facilities, while some are related to waiting time and communication issues. PRO has managed those concerns on a timely basis. -7 patients and relatives have joined the tea gathering. 10 recommendations on improving hospital services were received. Pertinent review on those recommendations was made. Conclusion PRO visit and gathering event has shown

intense effects on buildup of positive hospital image toward patients' comments and create platform of communication between patients and hospital. GH would continue with this approach in 2013, to keep on monitoring patients' response and fine tune the format of implementation. Hopefully the spirit of this project can be promulgated to other hospitals.